

PHILIP MORRIS INCORPORATED  
ADVERTISING COST ESTIMATE

Date April 12, 1982

Brand: Marlboro

Media: Other Promotion - Horse Racing

**Contract Terms:** To advertise Marlboro on the fourth cover of Finger Lakes 1982 program from March 27 thru November 1, 1982, for a total of 162 days.

**Pay To:** Sports Section  
P.O. Box 639  
Turnersville, NJ 08012

Approvals: \_\_\_\_\_

	ESTIMATED COST	AMOUNT PAID	INVOICE NO.	INVOICE DATE	DATE PAID
JANUARY					
FEBRUARY					
MARCH					
APRIL	\$7,000.00 net				
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
TOTAL	\$7,000.00 net				

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